

## ABSTRACT OF THE DISCLOSURE

A method for permanently dyeing hair which comprises subjecting said hair to a  
5 number of treatments, having a set time interval between each two consecutive such  
treatments, wherein each treatment comprises steps a.) and b.) below:

- a.) contacting said hair, for a period of about 5 seconds to about 5 minutes  
with a recently made mixture of:
  - A) an alkaline composition comprising a dye intermediate in a  
shampoo base or in a conditioner base; and
  - B) an acidic composition comprising an oxidating compound in a  
shampoo base or in a conditioner base;
- b.) rinsing said mixture from said hair with water;

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15 with the proviso that when a conditioner base is present in A above, an  
independently selected conditioner base is also present in B above; and when a  
shampoo base is present in A above, an independently selected shampoo base  
is also present in B above;

20 and wherein said number of treatments is between about 2 to about 30; and  
wherein said set time interval between each two consecutive treatments is  
between about 8 hours and 30 days, is described.